

SYSTEM AND METHOD FOR IMPLEMENTING A CONDITIONAL PAYLOAD SERVER

Abstract of the Disclosure

5 A system and method for implementing a conditional payload server are
provided. A request for a payload corresponding to a subset of client attributes is
obtained. Additionally, one or more payloads are obtained in which each payload
defines criteria for delivering the payload. The criteria for delivering each payload is
then embodied into an expression tree, which is scored and optimized for traversal. The
expression tree is converted into an evaluation tree data structure in which the
10 conjunctive and disjunctive operators are the tree nodes and attribute evaluator value
expressions are the leaf nodes. The expression tree is merged into a catalog data
structure having a master attribute list, an evaluator list, a value list, a payload list, and a
conjunction list. The catalog is then evaluated according to the subset of client attributes
corresponding to the payload request and a payload is delivered.

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